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"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST SATURDAYS

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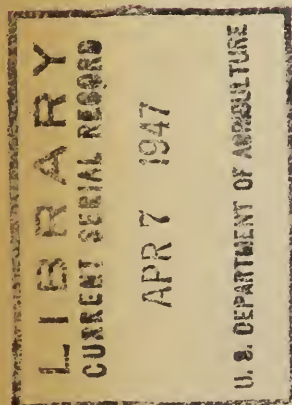
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Cap 3
what's coming

PLANS FOR THE MODERN HOME

April 12, 1947

1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. ANNCR: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture...Today's CONSUMER TIME story is all about scale model plans the whole family can make before you remodel or build your home. And we've got some people from the U. S. Department of Agriculture here in Washington today...as our guests. First...here's Mary Rokahr, who is in charge of home economics for the Extension Service. Miss Rokahr did such a swell job on making dish washing easier for us...that we've invited her back to CONSUMER TIME today. The last time you visited our program, Miss Rokahr...we also talked just a little about planning the arrangement of the kitchen. But today, we're going to talk about remodeling the whole house. Now that's quite a job. Think you can simplify it for us?



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5. ROKAHR: Yes...it's a big job, _____, but not really as hard as it sounds...especially if you get the whole family in on the planning. And if you use the new housing kit, the U. S. Department of Agriculture has gotten out. I've brought a sample one with me.
6. ANNCR: Ah...see why we like Miss Rokahr to visit? She brings our listeners presents right at the beginning of the program.
7. ROKAHR: Now wait a minute, _____. This doesn't happen to be a present. Any listener who wants this house planning kit will have to send twenty-five cents to the Superintendent of Documents, Washington 25, D. C. But believe me, they get more than twenty-five cents worth of housing plans...
8. ANNCR: So it's a kind of present after all...but for twenty-five cents. Let's hear some more about this housing kit. What's in it anyway?
9. ROKAHR: Very fine directions for helping the family make its remodeling plans...or new home plans. There are also pages of cut-outs with scale model rooms and furniture.
10. ANNCR: And I gather some of our other guests from the U. S. Department of Agriculture will tell us more about using this kit.
11. ROKAHR: That's right...they're the people who know how to get the best use from it.
12. ANNCR: Well, Miss Rokahr, first I'd like to ask you something. I've noticed you mentioned "the family" several times? If you get the whole family in on planning to remodel the house...gosh, I should think you'd never get anywhere.

1. The first part of the paper

is devoted to a general

discussion of the problem

and the methods used in the

present paper.

The second part

contains the results of the

calculations.

The third part

13. ROKAHR: Not at all, _____. Good house planning is a family job. It should be done carefully over a period of time...and in easy planning stages before you engage a builder or architect. In fact before you lay plans to remodel the house, all the members of the family should understand why they're making the changes.
14. ANNCR: I can think of lots of reasons why a family would have to remodel a house. The children are probably older and need more bedrooms. Or they need a more spacious living room for those jive sessions.
15. ROKAHR: That's the idea. Perhaps the kitchen is long overdue for modernization too.
16. ANNCR: That's your pet remodeling job...the kitchen...isn't it?
17. ROKAHR: Yes...and a growing family needs more work room and storage space. If there are any elderly or ill people in the family ...they may have special needs.
18. ANNCR: I guess each family has its own housing needs...and each one should get individual planning.
19. ROKAHR: It's a good idea to let each person who wants to help with the planning, study a set of good room lay-outs...so each member of the family's planning board will be familiar with good room arrangements.
20. ANNCR: Well, are there any samples of good room arrangements in the housing kit?
21. SOUND: RATTLING OF PAPERS
22. ROKAHR: Mmm hmm...here they are. But let's have the man who worked on the drafting of these model rooms explain them. This is Robert Dodge of the Bureau of Agricultural Engineering.



23. ANNCR: How do you do, Mr. Dodge. And say, these are nice looking room drawings. Anybody ought to be able to figure these out. At least I can.
24. DODGE: Well, _____, we tried to make them easy enough so the whole family can study them. As you can see, we're particularly interested in good traffic circulation in the house.
25. ANNCR: Traffic...I love that word. I've been suggesting a stop and go signal for our kitchen door for years. We have a traffic jam right there every morning before breakfast.
26. ROKAHR: That's just what these room plans are trying to avoid.
27. DODGE: That's right. These plans illustrate good traffic circulation through the house. We've kept the traffic lanes entirely away from the work or living areas. Now on the next pages are suggested arrangements for different rooms of various sizes.
28. ANNCR: Let's look at the living room for a minute. I want to see what a well arranged one looks like.
29. DODGE: Here are four of them. If you look closely, you can see there's at least three feet between furniture...if a regular passage is necessary there.
30. ANNCR: Mmm hmm...very interesting. And here are good plans for each room in the house.
31. ROKAHR: And also one on closets. Families should choose the type of closet that fits their space...and gives the greatest length of rod for hanging clothes.
32. ANNCR: After the family has studied examples of well-planned rooms... what's the next step?
33. DODGE: Then's the time to really get down to business with our housing kit.



34. ROKAHR: And I think we'd better call on our other folks from the U. S. Department of Agriculture...Florence Hall and S. P. Lyle. They're experts at demonstrating how to get the best results from using this housing kit.
35. ANNCR: Fine...then let's hear from them.
36. ROKAHR: Florence...suppose you start off. When the county or the home demonstration agents help families use this housing kit... don't they tell them about some mythical family named "Houser?"
37. HALL: That's right except it's a real family with a fictitious name- but a typical remodeling problem. Besides Mr. and Mrs. Houser, there are the sixteen year old Bunky...who is going off to college soon...another son, Smokey...and a little girl, Polly.
38. ANNCR: Smoke Houser and Doll Houser...that's wonderful. And I suppose this family wants to remodel their home.
39. HALL: That's right...and they're using this housing kit. First they've made a scale model floor plan of each room in their house...as it is...without any changes. And each person in the family who had a good idea about improving the floor plan, drew a small freehand pencil sketch...showing his ideas for additions or changes.
40. LYLE: Now when the county agent sees the scale model of the house the way it is...and the family's sketches of a remodeled house...he tries to match them up and see just what the family wants when the house is done over.
41. HALL: The Houser family wants another bedroom...a larger living room...and a better dining room...as well as more closets and more storage space.



42. LYLE: So they make one final freehand sketch with all these things. Then they use the cut-outs to make up a scale model plan just like the sketch. The housing kit also has scale model furniture to cut out...so they can see if the remodeled rooms are big enough to hold their furniture in a convenient working and living arrangement.
43. HALL: The idea is to have a well-arranged room without crowding the furniture. But you have to remember at the same time that costs increase as you make the floor space bigger.
44. ANNCR: Well what if after the furniture cut-outs are pinned to the scale model plan...the family casts a critical eye over it all...and then are a little dubious?
45. ROKAHR: I know what you mean,_____. They start to wonder if they're really going to like to live in their dream house planned that way.
46. ANNCR: Is there any further way they can be sure, Mr. Lyle?
47. LYLE: Yes...there's a check list that helps the family decide if the plan is as good as they think it is. And we advise them to keep a couple of things in mind when they check over the plans...like whether you can make a more convenient, more comfortable, or cheaper plan.
48. HALL: And are all the family's activities provided for? It helps if Mrs. Houser imagines herself going through some of her daily routine...and then asks herself if the furniture and equipment will be arranged so she can do these jobs easily.
49. ROKAHR: Yes...those are all good things to think about before you definitely decide to remodel your house a particular way.

50. LYLE: And another thing...you'll want a good builder or architect to check your plan to see if it can be built that way...and whether it will be nice looking without costing too much.
51. ANNCR: Well, will a builder or architect be able to work from the family's plan, Mr. Lyle?
52. LYLE: If your plan looks practical to him, you can have him make working drawings - and he will be able to give you an estimated cost for doing the job.
53. HALL: It's also a good idea to give the builder or architect a list of all the things you want done to the rest of your house... like the insulation...or storm sash...maybe other repairs, and a paint job.
54. LYLE: Then the builder can give you a complete bid for doing the whole job.
55. ROKAHR: And once a family has reached that stage...our housing kit has done its job...and you can be pretty sure the family is going to be successful in remodeling their house.
56. ANNCR: I'm very impressed, Miss Rokahr. I'd like to stop for a minute and find out more about this wonderful kit that helps you make scale model cut-outs for remodeling your home.
57. ROKAHR: Or for building a new home. Don't forget that, _____.
58. ANNCR: Fine. Now...who worked up this housing kit, again?
59. ROKAHR: A lot of people at the U. S. Department of Agriculture... people from Agricultural Engineering, Human Nutrition and Home Economics, and the Extension Service.
60. ANNCR: And now right here again...I'd like to tell our listeners how they can buy this valuable house planning kit. Please listen carefully, everybody, because there's only one way to get this kit.

(CONTINUED ON NEXT PAGE)

(ANNCR CONT'D)

You write to the Superintendent of Documents, Washington 25, D. C....Ask for Miscellaneous Publication 622, the House Planning Kit and enclose twenty-five cents. Did you all get that address? It's the Superintendent of Documents, Washington 25, D. C. And the cost of the House Planning Kit ... twenty-five cents. We'll give you that address again at the end of the program...in case you don't have a pencil handy now. Well, Miss Rokahr...is there anything else you'd like to say about this house planning Kit?

61. ROKAHR: Yes, I'd like to suggest to everyone who is buying one of these housing kits...to follow directions carefully. And after you've got your scale model house pasted up...make sure to get out the check list and ask yourselves those very important questions.
62. ANNCR: Well, what are those questions, Miss Rokahr?
63. ROKAHR: There are quite a few of them...so let's have some of these other people here help me out with them. For instance...have you planned enough rooms for your family's needs?
64. DODGE: Are those room too large...to small...or just the right size?
65. HALL: Will there be good lighting and ventilation in all the rooms?
66. LYLE: How about good exposure and a view for living and working areas?
67. ROKAHR: Now...houses have traffic problems...
68. ANNCR: Like highways...
69. ROKAHR: Exactly. So do your plans include entrances that are convenient to the drive way?
70. DODGE: Are all rooms easily reached from the back door?
71. HALL: Work and living areas should be free from traffic.
72. LYLE: Do the bedrooms and bath open from a hall?

73. HALL: Make sure your stairways and halls are wide enough.
74. DODGE: And safe and easy to use.
75. ROKAHR: Now here's a check list for my favorite spot...the kitchen.
76. ANNCR: Check.
79. ROKAHR: Will your new kitchen be arranged to save time and energy?
80. LYLE: Is there elbow room for more than one worker?
81. HALL: How about storage space for supplies and equipment where they are used?
82. DODGE: And a closet for men's work clothes?
83. ROKAHR: And since we all have to eat...will the dining area in your remodeled home be handy to the kitchen?
84. HALL: With enough seating space for everyone you serve regularly... as well as company?
85. LYLE: And since we spend one-third of our lives sleeping...will the new or remodeled house have separate rooms for parents, boys, and girls?
86. HALL: With not more than two persons to a room.
87. DODGE: And space on the first floor for old or ill people.
88. ROKAHR: Don't forget occasional overnight guests.
89. LYLE: And if it's going to be a modern house it will include an adequate water supply...and sewage disposal.
90. HALL: Are you sure from your plans that your house will have a pleasing appearance both inside and outside...with good proportions and simple lines?
91. LYLE: And here's the sixty-four dollar question...
92. DODGE: Is the cost of remodeling less than for building a new house?
93. ANNCR: Yes...I can see where that easily is the most important question of all. And now that the subject has gotten around to new houses...Mr. Lyle, did you say that the cut-outs in the housing kit could be used in planning a new house?

THE UNIVERSITY OF CHICAGO

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94. LYLE: Yes indeed they can, _____.
95. ANNCR: Well, are there any special tips you'd like to pass along to the people who want to use the housing kit to plan a new house.
96. LYLE: I'd suggest they look at house plans in bulletins, catalogs, or farm papers. You can get these materials from your county agricultural extension office or your building supply yard.
97. ANNCR: That's a good idea...gives you different plans to choose from. And then what?
98. LYLE: After you've chosen a particular plan...go see an architect or experienced builder about how much it would cost to build a house like that. He might be able to suggest some changes in the plan that would make it more satisfactory for your family and still keep the cost within your building budget.
99. ANNCR: Is it wise to make a scale model of a dream house you're going to build new?
100. LYLE: Yes - even in planning a new house, cut-outs help you to see if you'd like to live in the house. With cut-out plans, you can also make or change the room arrangement of any house you may select from a bulletin or magazine.
101. ANNCR: And you'd follow all the steps we've discussed today for using the housing kit to the best advantage?
102. LYLE: Yes...except you wouldn't need the freehand sketches...just a scale model of the house you have selected. And you can put all the cut-out furniture in.
103. ANNCR: Well, Mr. Lyle, I want to thank you and Miss Rokahr...as well as Miss Hall, and Mr. Lodge for visiting CONSUMER TIME today. And thanks for the news about how our listeners can buy this house planning kit.

104. ROKAHR: We were all glad to be here, _____. And now I'd like to know what you've got planned for CONSUMER TIME next week?
105. ANNCR: We've got a very timely and interesting story for next week's program. But first I promised to tell our listeners again how they can buy one of the house planning booklets on which today's program was based. Got those pencils handy? Okay... send your twenty-five cents to the Superintendent of Documents, Washington 25, D. C....and ask for Misscellaneous Publication 622. And be sure to get your request and money in this week, so you'll get your copy first thing when it rolls off the press in the middle of May. And now, Miss Rokahr, to answer your question...our next CONSUMER TIME program will find out what the best food buys are this spring.
106. ROKAHR: That's a timely subject. I suppose you'll have some marketing and nutrition tips on our spring vegetables?
107. ANNCR: Mmm hmm...with a little Latin flavor...because you know, next week is Pan American Week. So we'll be carrying out one of our favorite themes...that you can get to know people better through the common pastime of eating. Hope you're all ole-ing (olaying) next week for another eddition of
108. SOUND: CASH REGISTER
109. ANNCR: CONSUMER TIME!
110. SOUND: CASH REGISTER...CLOSE DRAWER
111. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. _____ speaking. This is the National Broadcasting Company.

